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Innova Research Was Invited to Speak at China Air Purification Expo (CAPE)

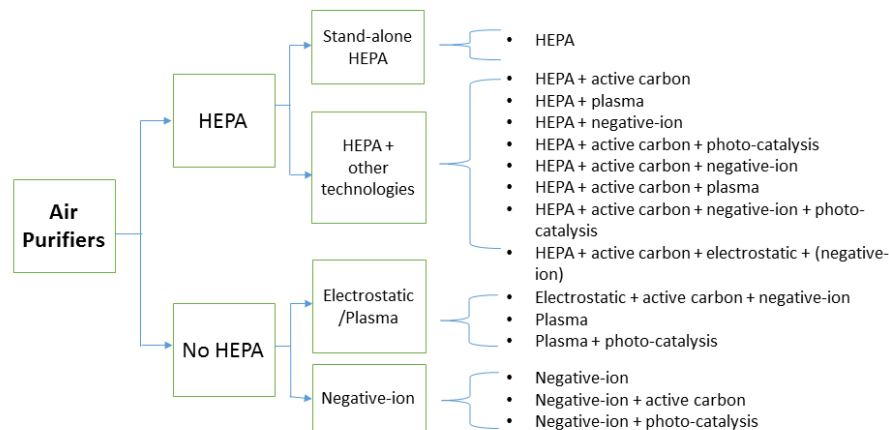
SHANGHAI, CHINA – May 6, 2016 – Innova Research was invited to deliver a keynote speech at the 11th CAPE Expo And Conference held on 5th – 7th May 2016 at the New International Expo Center in Pudong, Shanghai. The expo and conference is one of the most compelling events for attendees in the Chinese air purification industry value chain, attended by leading multinational and Chinese air purifier brands, air purifier OEMs/ODMs, and relevant parts and materials suppliers. Air purifier brands presenting on the expo include multinationals such as 3M, Blueair and Samsung, as well as Chinese brands such as Yadu, Midea, and Gree.

Air purifiers were not a familiar concept for Chinese consumers until late 2012, when the number of haze days increased dramatically. Tremendous growth of the indoor air purifier sales was seen in 2013 and 2014 with increasingly severe outbreak of the nationwide haze especially in large cities such as Beijing and Shanghai. The growth of the air purifier market in China in recent years created tremendous opportunities for companies in the air purification value chain, as well as the developers of various air purification technologies, both in and out of China.

Innova’s speech will examine the current adoption of multiple air purification technologies in air purifiers targeting the Chinese market, including HEPA, electrostatic adsorption, plasma, negative-ion, photo-catalysis, and active carbon filtration. Furthermore, the growth prospects of each air purification technology type will be analyzed and the overall technology trends will be summarized.

Air Purifier Technologies

The overwhelm majority of the air purifiers sold in China contain multiple air purification technologies, examples of combined air purification technologies in one machine include:



Richard Jun Li, Vice President of Innova Research and the presenter on the conference pointed out: “The choices of Chinese consumers on air purification technologies will become much more diverse, when more consumers are educated on air purification technologies other than HEPA, the most commonly used and the mainstream technology so far. As a result, market opportunities exist for air purifiers with electrostatic adsorption, plasma, and other air purification technologies, given the technology flaws, such as the emission of ozone, is controlled at acceptable levels. “

About Innova Research

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